

21 LAWS OF THE STREETS



TOUCH IS A MOVE...



NJABULO CHRISWELL SITHOLE

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Introduction

There is a number of dynamics to comprehend and apply to be successful and significant in business. The pursuit to be both book-smart and street-smart is necessary.

It was Joshua Suleman who said, *“Number one, you need divine connectors. Divine connectors are not powerful people. They just know people who are powerful. Divine connectors are like the slave girl. The slave girl that was with Naaham. Naaham was a captain of the Syrian army. The Bible says he was a valiant man in war. But that could not cure him of his leprosy. The entire journey that would lead him to Elijah came as a result of the counsel of a young maid who attended to his wife. Divine connectors do not have the form and the fashion to be desired. It takes humility and discernment to hear them. Number two, men of influence. The second group of men that you need in your life are men of influence. Men of influence are men of timber and calibre. Through their sacrifices and for most of them, the dignity of kingdom, integrity, interplaying the laws of the kingdom and the laws of*

success have arisen to a point of notoriety and influence. They are endorsement, they are reformers. Number three, you need gifted people. The men and women who produce results. Sometimes you need more than kindness, you need results. And then number four, burden bearers. The assignment of a burden bearer is not to move you forward, they are the ones who stop you from going backward. And then number four, burden bearers. The assignment of a burden bearer is not to move you forward, they are the ones who stop you from going backward. If you do not have these four categories of people in your life, you are in trouble. If you have to pay for everything by yourself, you are in trouble, even if you are blessed. A day will come money cannot buy anything. You will need the hearts of men".

A contradiction that comes with rising in any business industry is shared by Alex Horimozi, "When I was sleeping on the gym floor, you know, my clients were all like, oh, good for you. You know, you're going after your dream. And they'd see my blanket and my pillow in the corner of the gym. And they knew I was sleeping there. And everybody was, like, pro-me. And then people would come in. They'd sign up, like, I'm going to support you, right? And then within nine months, I had hired

people, and I had a manager. And I pulled up. And I remember I walked in the lobby. And all the same, the same people were like, ah, Boss man! And I was, like, you guys rooted for me. And I was, like, and now I, I did what you said you were rooting for me to do. And that was when I realized that people want you to do well, but not better than them".

A lot of young aspiring business people just want to make money and nothing more. They later find that their path in business is linked to fulfilment from purpose discovery. Take this story into consideration, *"When an Indian billionaire was asked in an interview, Sir, what do you remember when you got the happiest in life? The billionaire said, I have gone through four stages of happiness in life, and I finally understood the meaning of true happiness. The first stage was to accumulate wealth and resources. But at this stage, I didn't get the happiness I wanted. Then came the second stage of collecting valuables and items. But I realized that the effect of this thing is also temporary. Then came the third stage of getting a big project. That was when I had 95% of the diesel supply in India and Africa. But even here, I did not get the happiness that I had imagined. The fourth stage was when a friend of*

mine asked me to buy wheelchairs for some 200 disabled children. At the behest of my friend, I immediately bought the wheelchairs. But the friend insisted that I go with him and hand over the wheelchairs to the children. I gave these children the wheelchairs with my own hands. When I was about to leave, one of the kids grabbed my leg. I leaned over and asked the child, do you need anything else? The answer this kid gave me completely changed my outlook towards life. This child said, I want to remember your face so that when I meet you in heaven I can recognize you and thank you once again”.

Stay tuned as I give you 21 practical laws that will enhance your hustling game altogether.

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#1

Ask questions

Learn to ask more than you speak. When you are given the opportunity to meet people who have seen more than you, who have studied more than you, who have done more than you, be it that you go in to whatever event, whatever occasion, to ask more questions. They know more. They have done more. They have seen more. Ask more.

You are incredibly fortunate if the individuals you encounter in business, or those who have had experience in business, are willing to openly share their insights, knowledge, and experiences with you. It is a true blessing to have individuals who can honestly communicate and provide you with valuable information. When your teachers are transparent and willingly offer their wisdom, it is the highest form of courtesy one can find in another human being. Cherish the information you receive, value the knowledge you acquire, and appreciate the wisdom shared about the industry you wish to enter. Understand that the industry has gatekeepers, and for you to have the

opportunity to meet them and to be referred by them is a tremendous advantage.

However, we, as young entrepreneurs entering various industries, often face a problem. We are excessively ambitious, hungry for success, and eager to make our mark. This hunger comes at a price, and unfortunately, it can lead us to undermine our mentors, teachers, and guides. The gatekeepers who offer us a chance to showcase our abilities are not oblivious to our potential to overthrow them. They have encountered young individuals like us before—equally hungry and determined to surpass those who came before us. It is crucial that when given the opportunity, we don't just showcase our knowledge, but approach it with a willingness to learn and grow. We should enter with humility and the attitude of a student, appreciating the opportunities they have provided us. Simply enjoy the experience and relish the chance to learn, even if it comes at the expense of others' resources, connections, and referrals. Consider it a gift from life and accept it with gratitude and love.

#2

Persist against the temptation to give up

During the most challenging moments of building my businesses, I encountered a period where progress seemed stagnant. Clients were not coming in, assistance was scarce, and it was truly difficult. It was a deep struggle that reached a point where my family and girlfriend urged me to forget about my entrepreneurial aspirations and pursue a conventional job, utilizing my qualifications. It was tough, my friend, really tough. I felt as if I was being torn apart by those who claimed to support me. They were being realistic, but they didn't understand the complexities of running a business. As you can see, they had never ventured into the world of entrepreneurship themselves. Sometimes we receive advice from people who have never experienced the challenges of running a business, but have benefited from the fruits of others' labor. They gained from their husbands, close relatives, and even lovers, but they never truly persevered through the process or endured the dry spells.

However, when I began conversing with other entrepreneurs, I realized that my situation was not unique. Even those who have achieved great success in running businesses and risen to the ranks of millionaires and billionaires faced setbacks. They experienced business obstacles. It appears that romantic relationships tend to suffer when one is actively pursuing a goal. They suffer because you are constantly told that you don't have enough time or that your focus is solely on your ambitions. Therefore, it is crucial to establish your business while you are still single and able to dedicate yourself fully to its growth. Take advantage of the opportunities presented by your youth and relentlessly pursue your business aspirations. It's even more advantageous to find a partner who understands the dynamics of business, who is open-minded to your worthwhile pursuits, and recognizes the benefits it will hold for your future generations. While your children may not inherit your qualifications, they can inherit a successful business model that you have diligently created. Just look at the enormous brands like KFC and Coca-Cola. They were started by individuals who refused to give up on their visions. Therefore, if you aspire to achieve success in

business, it is crucial to start a venture with a strong desire to not only generate profits but also retain loyal customers who genuinely enjoy your products and services. These customers will continue to support your business until their time on earth comes to an end. As a young person, it is vital to seize the opportunity to start a business early on and continuously grow and flourish. The business world presents numerous opportunities that will leave a lasting impression. However, it is important to navigate the different seasons of business with strategic partners. The scale of success is too immense for one person alone. Overcoming personal greed and understanding the importance of strategic partners is paramount.

Making your first delivery exceptional

Acquiring clients and receiving referrals can be challenging, especially when you are new to the industry. Therefore, if given the chance to deliver your promised goods or services, ensure that you do so to the best of your ability. For instance, if you are delivering tires and the client mentions it is for her husband's birthday, take the initiative to find out his preferences. If he enjoys whiskey, beer, or meat, include a complementary snack voucher or gift. Purchase two whiskeys and wrap them alongside the tires with an elegant ribbon, showcasing that it is a gift. If the delivery is for a woman, consider adding roses and a heartfelt card. Regardless of the approach, it is pivotal that you make a lasting impact with your first delivery. It is this initial interaction that will forever shape the customer's perception of your business. While doing so, it is important to seek affordable yet quality products. When creating the perfect first impression and including complimentary gifts, it is crucial not to exceed your budget. Do not strain yourself or overextend financially just to impress a customer who has

negotiated your prices to the limit. Carefully evaluate where you will invest value. Determine whether the customer is worth the value you are providing. However, in most cases, it is advantageous to invest. The returns will undoubtedly come back to you, whether directly from the same customer or through referrals. A satisfied customer is the best advocate for your business. It's a trick of the trade that you must understand. Lastly, don't forget to maintain contact with your satisfied customers.

#4

The game runs on trust

Trust is essential in all business transactions, regardless of their scale. It serves as the driving force behind these interactions. People are unlikely to engage in business with individuals they do not trust. It's similar to building any relationship - you invest more in those you trust, those who are reliable and trustworthy. However, trust in business must be earned. This can be done through smaller transactions that demonstrate your trustworthiness, reliability, and efficiency. Excuses have no place in this game; the focus must be on delivering results. It's crucial to understand the nature, length, and sensitivity of each deal. There are negotiations between presidents and politicians that we will never engage in at a commercial level, involving unimaginable sums in the trillions of rands. Thus, trust is at the core of it all. By establishing a reputation for credibility through smaller transactions, you open the door to larger opportunities. Character plays a pivotal role in business, and it's no wonder why everyone seeks to work with reputable individuals. A

proven track record of credibility is like precious rubies in the business industry.

#5

Leverage negotiations in your favour

One crucial aspect is to establish your profit range and aim to surpass it during negotiations. Always prioritize the strategy of overselling rather than underselling. If you find yourself selling goods on the streets, be open to allowing customers the opportunity to negotiate the price with you. To effectively negotiate, it's essential to have a thorough understanding of the value of the product or service you're dealing with. This entails conducting extensive market research and staying informed about its current trends. Remember, inflation remains a persistent and ever-increasing factor that one must comprehend in negotiations.

If you are engaged in online selling, particularly on platforms like Facebook Marketplace or Gumtree, it is crucial to analyze the prices set by other sellers and strive to compete on the same level. During your market research, if you discover that your competitors have excessively increased the price of a certain

product, it becomes evident that you have an opportunity. In such a scenario, you must determine a price that is both enticing for your customers and profitable for yourself, making it irresistible for potential buyers. Naturally, your competitors may harbor animosity towards you, as it is difficult not to feel resentment towards the market leader.

Being at the forefront of the market poses inherent risks as suppliers possess the potential to forwardly integrate and disrupt your position. Should your suppliers embark on forward integration, it becomes imperative to counteract their advantage through backward integration. The primary focus is not on absolute market domination, but rather on garnering a fair share, given the sheer size of the market. Careful market analysis is essential before venturing into aggressive competition.

Having a solid contingency plan is essential for market domination; it's hasty and imprudent to launch aggressive assaults without a backup strategy. The market has witnessed various leaders over time: Nokia was at the forefront, then Samsung emerged, followed by Huawei. Let's not overlook other significant

contenders like Motorola, BlackBerry, and the reigning champion, iPhone. Naturally, these technology giants' market shares are influenced by the cutting-edge technology, style, features, and camera capabilities they bring to the table.

The demise of countless ideas can be attributed to sharing them with the wrong individuals and heeding the advice of the wrong individuals for extended periods. It can be rather imprudent to divulge your innovative concepts to those who cling to tradition. Take, for instance, the case of Mr. Lamborghini's father, who steered his son towards continuing the production of tractors instead of venturing into the realm of automobile manufacturing. Nevertheless, driven by his unwavering optimism, the young Lamborghini leaped, ultimately triumphing over esteemed competitors such as Ferrari and other manufacturers of supercars.

There are moments when ideas don't diminish; it's simply a matter of sharing them with the wrong individuals. Often, we allow the weight of excessive negative feedback to influence our perception of what we aspire to accomplish. But if you hold firm belief in

your ideas and envision them coming to fruition, dare to take a leap of faith.

#6

Advance with technology

Our technology is improving at a rapid rate so will your learning be every single day. You don't need to go to the internet cafe or use a printer to scan a document anymore. You can simply use an app on your phone to do that. You don't need a typist anymore. You can just speak to your phone through an app and it will write everything that you are saying. Our technology is improving so will your learning. Don't be ignorant. Don't be complacent. Maximize the technological advances on your side. Whatever there may be, whatever is available, maximize it. Sooner or later graphic designers will be out of business as there are templates all over the world, all over the internet that you can use to make your desired poster. It's just a few clicks of a button and you are in. It seems like the whole world is striving to make, especially innovators are striving to make all technologies absolute and useless. We are first approaching an end but the end we are going to approach will need you to move at a good pace towards it. I mean you don't need Microsoft

Office to do an invoice. You simply need an app that gives you invoice templates where you can put in your logo and your company details and simply you have an invoice that can be tracked when it's paid, when it was paid and it stores itself on your cloud. You see you don't need an iPhone with 256 gigabyte storage space when you can have unlimited storage on the cloud. So if you are going to advance in business you are going to have to make use of technology. I mean imagine going to a meeting, a meeting whereby you don't need a secretary to keep a record of your minutes. All your mics are connected to an app that can write down everything that you say and distinguish which speaker said it. So you can easily read your minutes or allow the device or the app to re-read them.

Inactivity is what's going to end the world because technological advances have made us so inactive so much that everything is accessible. On the other side of it, technology advances have allowed us to spend more time with our families by doing things easier and faster.

Maybe these technological Innovations are created by kids who want to have more time with their parents

since the excuse has always been that parents spend more time at work. That's something to think about!

“Cash is king”

The credit you have in the bank is not yours. The digital currencies you have on the various apps are not yours. I mean systems can crash. Viruses can be in your systems and hackers can steal all your digital currency. Remember the guy who had I don't know how many bitcoins but then forgot his password and the system is so tough that he cannot recover his password? I mean that's a trillionaire in a way who has forgotten his password. Funny how our lives now hang on a password from a device or into a simple bank account app. I now have concluded that nothing is as powerful as hard core currency in your hands. Hard core currency in your hands allows you to buy goods now. You buy goods now from anybody, from any reseller from and from anybody. Ask yourself this question. Why do pawn shop owners keep cash with them? Because they understand that hard core cash is really or relatively impossible to resist. When the money is right before your eyes, it's like gold before you. It entices your envy. It moves your ability to seek power if you can just acquire it. I remember the first day

I made one big deal. It was about 20,000 rand. I went to the ATM and I withdrew 20,000 rand cash. I wanted to feel it in my hands. I didn't believe that such a huge amount of money was made by me by consulting businesses. So I wanted to touch the money. I wanted to feel the result of my hard work and that was a great feeling.

Ask yourself this question. Why do so many Indians, Pakistanis and Bangladeshis when they come into our country South Africa they don't bank their money. They don't bank their money and if they do bank their money it's not necessarily in a South African bank. They are banking elsewhere. Why do they keep hard cash?. Keep hard cash because you can transact instantly. No bank is going to limit you on your own money! Indians love it when you pay with cash. You can avoid paying VAT and other bank charges. Some banks take 10% from the money you deposit.

Here is a brilliant fact. Convert your hard cash into goods that increase value. Invest in antiques. Buy things that increase in value. Buy gold, silver, platinum and diamonds. Insist on buying minerals. Don't buy them

digitally. Convert your hard cash into goods that increase in value. Yes! Goods that increase in value.

Pay for Information

Nothing gives you a head start or an advantage in business or on the streets than having information, having the right information in fact, knowing who to talk to in that department or institution, or in that gang should you need a particular product or service. Information is gold. The more information you have, the more accurate information you have, the more you can connect the dots and seal the deal. For example, a contract requiring 50 trucks is out. Now you have to talk to the person who is awarding that contract to help you meet the minimum requirements to be awarded that contract. Once you have that contract, you need to know who is going to finance you once that contract is awarded to you.

There is a lot of information on social media if you are able to optimize your search engines. Search engine optimization is necessary. You have to be able to use your devices to your greatest opportunity. That laptop you have is not about watching Netflix or listening to Spotify. No, that is a powerful machine at your fingertips if you know how to use it. People who know

how to use what you have will try to steal it from you if you don't know how to use it. You need to understand that people acquire things for the benefits they can derive from what they have. It's important for you not to sit on gold. Don't sit on gold. Gold is meant to be taken out, traded, and invested.

Why on earth would companies spend so much money on researching markets, on researching products and services? Why does so much effort go into researching? What exactly are they researching? They are researching who is who in that industry, who gets what done in that industry, how much do they charge, and how much can they buy their expertise, their skills, and their abilities for?

Discipline your appetites

If you have an excessive appetite, uncontrollable desires, or an insatiable love for money, you are putting yourself at risk. Those who want to harm you will easily be able to do so. Those who seek to manipulate or trap you will succeed. And if someone wishes to eliminate you, it will be effortless.

If you indulge in excessive eating, hold a knife to your throat to remind yourself of caution. If you are a womanizer or engage in casual relationships, be more mindful of your actions. Your behaviour could violate the trust of your business partners, their daughters, wives, and families. They are protective, and if they realize your intentions, you will face dire consequences. The powerful individuals you associate with may bring you close, offer their wealth, and test your boundaries. Once they understand your desires and vulnerabilities, they will not consider you as a worthy ally, regardless of your skills, talents, or knowledge. Without control over your appetites, you will find yourself in trouble, swiftly eliminated.

Furthermore, be cautious with your words, particularly when discussing others with those who may be interested. They too will observe and evaluate you. Understand that when you arrive, you will be scrutinized from all angles, from all perspectives, as they search for your weaknesses. Many influential individuals hesitate to align themselves with someone who appears invulnerable. Displaying occasional vulnerability is acceptable, but not to the extent where you threaten their families or income. There are secrets you must keep, tempting encounters with alluring women and vast sums of money. If you cannot exercise self-control, you cannot be trusted. If you expose yourself without restraint, their loved ones will be in danger. Your standing among industry leaders is determined by your character and the reliability they see in you. At times, they may expose you to high stakes prematurely to assess your readiness. They may even sabotage you at some point. Therefore, exercise extreme caution, readiness, and avoid being caught off guard.

Furthermore, keep in mind that unknown individuals will be assigned to surveil you. You will be under constant watch. Cars and people will trail your every

move. Understand that those you do business with will be thoroughly vetted in all circumstances and from all angles. Gatekeepers employ protective measures when introducing you to the industry. These individuals harbour deep insecurities and deploy extensive security measures, even if it means infiltrating your personal life. Recognize that whatever or whoever is important to you will be used as leverage against you. They will always be one step ahead. It is preferable to be known as a provider of valuable services rather than becoming deeply entangled with them, to the point where escape is impossible. Some agreements and alliances are lifelong, meaning if they fall, you fall with them. If they go to war, you are obligated to join them. This surpasses mere business transactions; it becomes a forced familial bond, a brotherhood. That is why conducting thorough research on potential clients, especially those offering high returns for minimal effort, is crucial. They have ulterior motives and seek something specific, often viewing you as the prized resource they need on their team. They will stop at nothing to acquire you. So exercise caution!

#10

Boldness

Being bold is a necessity if you are going to pursue any kind of business. You need to be bold in your speech, attitude, appearance, and conversations. You must know that what you say counts. Make sure that you have studied the industry and your prospective client. Ensure you have all the necessary information and be willing to listen for more opportunities they can offer you. The industry may have gatekeepers, but if you are bold, some gates can open for you. If you are confident in your propositions, proposals, and know what you bring to the table that is attractive. You have to be bold. Don't be ashamed of the products and services you sell. What truly sets a seller apart is the ability to be bold. Be bold enough to seize opportunities despite rejection or acceptance. It's not just about the clients you can get now, but also about the clients you can build and earn trust with in the future. Yes, there are easy clients who require no effort, but there are also those who need to be pursued and convinced. You have to be bold to establish trust with

clients. Number one, you have to sell yourself. Find a balance between overselling and underselling yourself and be willing to accommodate customers' views and recommendations. It's important to listen as your next opportunity might be in there. Listen carefully to your clients' needs and utilize those opportunities to benefit your connections. I've realized that if you share your number with a particular service provider, they will share it with others in their network. That is the value chain you need to be a part of and build. I have seen a line of business owners, one selling tires, another fitting them and another balancing them. They refer each other and dominate the market because they are not afraid to build connections that make them bolder than their competitors and customers. There will always be setbacks, but you need to know someone who can help you and profit from the favours they do for you. Maybe not immediately in terms of money, but in terms of future opportunities. The value of favours increases as the person excels and moves up the ranks. Don't withdraw favours from those in lower positions, but do from those in higher positions. That is how you will succeed. So, it's important for you to perform favours. For example, if you gave John a hundred rand in 1995,

in 2020 when he's a millionaire, he may be able to help you with two hundred and fifty thousand. That is a growing investment because of the value you provided to John earlier in his life. You have to be bold. You have to be bold.

#12

Be ready

There's no room for excuses as a service provider in any industry or line of business. Service your equipment, ensure you have the necessary goods, and make sure your policies and systems are up to date. There is no room for excuses. So make sure your work is thoroughly done, your proposals are on point, and your business registration information is accurate. Over the years, I've realized we missed opportunities because we were not prepared. Our machinery wasn't serviced, the goods weren't ready, and invoicing was not done properly. The necessary skill set was not organized. Why gain connections if you're not going to use them to your advantage and be ready to outperform your competitors by delivering what you promised to your customers? Often, people do not prepare for the floodgates of opportunity. When the floodgates open, they are not ready to handle the influx of work. So you need to make room and have connections that are willing to help you with what you lack in exchange for value and money. The reason you

build connections and relationships in the industry is so that when there is an overflow in your business, you can accommodate it by spreading it through your connections and industry peers. It's important not to be too greedy in the industry. Life will test you with an overflow of opportunity, clients, and profits. There was a time in my business where I was flooded with tire orders and I had to share them with my competitors. I knew they didn't like me and didn't have my best interest at heart, but there was too much coming towards me and I needed to share it. Not because I expected favors in return, but at the end of the day, they respected me. They respected my principles and my heart as a business person. I slept well knowing that I helped others.

Be careful of who you endorse!

I referred a guy to do a job for an associate of mine. On his way back, he stopped by my home to thank me for the opportunity. He offered me half of his profits from the job. I rejected the money. He frowned at me and said, "So, you think you're too good for my money now?" I looked at him and said, "I don't believe in buying loyalty. I don't want to be subjected to you just because you can pay me. I am loyal to good services and products. I took a risk on your ability and you delivered. That's enough for me. You built my name, and that's what matters to me."

Every time you endorse someone, you put your name on the line. Endorsing the wrong people can ruin your reputation.

Take care of your name. It is one of the things your children and strangers are going to inherit long after you are gone.

The best way to survive or succeed in business is to expand your connections. Don't be the guy who's only in the tire industry and knows people only in the tire

industry. No, expand your connections. What do I mean by that? Know a guy who can do plumbing. Know a guy who is an electrician. Know a guy who can do roofing or who is a builder or an architect. Know somebody. Know somebody in all kinds of industries that you find and not just knowing them. Knowing them is not only important but know that they are good at what they do because that's where referring them comes into play. In certain places, certain high places, you will enter based on who you know and what skill set they have, and what service they can provide. Sometimes your breakthrough is in knowing somebody who can get the work done. It's in knowing somebody who can carry out the assignment well. I mean, the reason you brought in a good word about them means that when they get to the top when they actualize their dream, they will remember the person who referred them. I mean, the Pharaoh's cupbearer had to remember that there was a guy in prison who interpreted his dream, you know. They will remember you by the services that you render. They will remember you by the knowledge that you have. They will remember you by the connections that you give. You need to be a person who endorses people who are capable of carrying out the work with the best

integrity. Why? Because you are putting your name on the line. Expand your connections. Don't fix your table at the table place and not know the guy who's fixing the tables. I mean, don't take your car to a mechanic whose connections you cannot expand. I mean, if you expand his connections, he expands your connections. I mean, he will say, "I know somebody who supplies tires." You were there with the intention to fix your car, and because you are not shy and you are bold enough to talk about your business, he is able to refer clients to you and say, "Hey, I know a guy who sells tires at a good price and good quality, and a guy who can do the most for you." Just because you were able to come out of your shell and converse with your service providers, converse with hustlers, converse with people in taxis, on the road, inquire about their services, know them, recognize them, take in their pamphlets, take in their flyers, take their business cards, so that you expand your connections not just with them but also with the clients that you are going to bring in for them and the clients that they are going to bring in for you. It is a chain, it is a value chain that you need to build in most cases.

A good name goes a long way!

A High school classmate of mine was looking for a cylinder head for his car, so he called me for help. I told him to go to a local scrapyard. He mentioned that he had already been there, and they told him they didn't have it. I called the owner of the scrapyard, and he confirmed that he had it. I told him I was sending a friend to collect it. My friend then drove back to the scrapyard, and the owner called me when he arrived to confirm if he was the guy I sent. He got it at a discounted price. My friend then drove to meet up with me. He looked at me and said, "I felt like a fool when I went there for the second time. The treatment was even better when the guys knew that you sent me." He benefited from my name.

There are places you want to go and things you want that will require a good name - who sent you? I have benefited from the good names of others simply because I have established reciprocal relationships with them. I have skipped queues and processes simply because I have favor with administrators and managers everywhere.

You need to be careful of the way you treat people who may not seem "useful" to you now because kings and important people rise from all kinds of backgrounds.

Money doesn't get you everything; a good name is the gemstone of everything. In high places, loyalty is an emerald. Invest your resources, money, and time into serving others unconditionally - it will always come back to you multiplied.

Don't be distracted!

I have witnessed a phenomenon in the township and everywhere else where business owners misuse business credit and their business credibility for personal pleasure and in some cases, to impress women or even to stand out among their friends. Unfortunately, this is common among my black brothers who they will use the business credit allotted to their business for pleasure. For example, a man may have a black private wealth card from FNB and would start buying expensive alcohol, cars, and clothing just to impress people who don't care about him. It is dangerous and foolish to use business credit for personal pleasure. Credit is for the business, not for you. Sooner or later, the impressions you have created will need maintenance. How do you maintain that lifestyle? Using more business credit, which leads to debt. Credit comes with debt. By doing so, you are putting your business under strain. As a result, you may find yourself cheating suppliers, increasing working hours for your workers on lower pay, compromising on the quality of services you provide, and selling inferior

goods as though they are of quality, simply because you want to maintain the expensive lifestyle you are living on business credit. By doing this, you are now sacrificing the proper execution and quality that should be associated with your business. You are now exhausting the physical and mental well-being of your workers and damaging the reputation of your business, all because you are distracted and trying to impress people who do not care about your longevity or growth in business.

The problem arises when you compare yourself with others. You need to understand that we do not come from the same backgrounds. Firstly, we are not building from the same starting point. Some people have had advantages in business and their personal lives, such as inheriting wealth or starting with family property and assets. On the other hand, you did not have those advantages. Therefore, you are starting from scratch, from ground zero. Hence, you have no right to compare yourself with others. This is especially true if you aim to succeed in business and establish a proper and long-lasting generational business. You cannot afford to lose focus like that.

Another pressure comes from the type of woman you choose to date. If the woman you date is not business-minded or does not support the vision you have for the business, do not even consider marrying or dating her. Do not make a move. The next thing you know, you will be spending the business's money to cover her personal expenses because she thinks the millions in the business account belong to you personally, not the business. If the woman you are dating cannot distinguish between the operating capital of the business and your earnings from the business, you are in trouble as a man and as a male business owner. Therefore, you need to have a high level of discipline. It is pivotal and important. Otherwise, you will not go far. Do not compare your life to that of your peers. You are building a business that requires your focus, dedication, devotion, wisdom, and attention.

If your friends do not comprehend the fundamentals of business, it is not useful for you to keep them around. Some businesses could have gone far, but because of the friends we've had, we have sabotaged our businesses to please them. They take your products and

services for free, without advertising or sharing your business on social media platforms. This indicates that you are in the wrong kind of companionship. If they cannot support your aspirations, dreams, and vision, immediately distance yourself from that friendship and those circles. They are not good for you. Anything worthwhile that you pursue will expose people who are not meant to go the extra mile with you. Some friendships are just built on beer, sex partners, and hubbly bubbly. Nothing solid or helpful or advancing comes from them at all. The unproductive habits and appetites of the people you choose to be part of your life can be your downfall and delay you in life.

They are merely consumers in your life. Make the necessary changes and adjustments if you intend to succeed, especially in the business you believe God has given you.

#16

Be Honest

We often underestimate the benefits of having a clear and clean conscience in our business endeavors.

The idea of doing anything and everything to get ahead of others will inevitably lead to trouble. You will end up doing many wrong things in the pursuit of outperforming and outsmarting everyone in the industry. Consequently, you will lose clients, connections, and profits, and ultimately, you will lose yourself in the process of being dishonest just for personal gain. Greed and discontentment have a way of convincing you that having more is worth violating trust, loyalty, and credibility, which ultimately damages your reputation with people. Once trust is violated in business, it becomes difficult for others to help you recover from the mess you've created. You may find yourself alone because you have driven everyone away. Dominating the market does not require you to destroy others; it's quite the opposite. Thus, it is crucial for you to be honest. Be honest in your actions and decisions. Be honest as a team player and as a participant in the

economy. When you enter the business world, you become part of a team, a team that consists of various businesses forming the larger industry. Therefore, honesty is a foundational principle in this industry, although it may not always be emphasized. If you aim to have a long-lasting business and a positive reputation that earns the trust of others, you need to establish principles and virtues. Remember, honesty is key. This is especially true in business-to-business transactions. While the ultimate goal of every business is to make a profit, it is important not to be excessively greedy. Avoid reaching a point where others involved in the transaction cannot benefit. For instance, if your suppliers overcharge you for raw materials, and you, in turn, overcharge the retailer to cover those expenses, it creates a challenging situation. The retailer will struggle to make a profit, which will ultimately affect your long-term relationship. Therefore, honesty is essential. It may repel dishonest individuals, but it will attract serious and significant business deals. Character holds great weight in business, and if you do not possess it or are unwilling to develop it, you will lose out tremendously.

#17

Embrace patience for the ideas that come your way!

Every tangible creation began as someone's imaginative thought. Don't allow your blueprints to perish just because you feel powerless in this season of life. Cling to those ideas, for their time will come.

At times, people hastily race through the visions, ideas, and dreams bestowed upon them by the Almighty. Allow the vision to unfold gradually so that you don't overlook its intricate design. Your role, at this stage, is to document it. This is the phase of conception, so allow the supernatural to fully decode it.

Next comes the connection stage, following the conception stage. It is vital to seek guidance from the Giver of the idea or vision regarding who is truly capable of bringing forth the impactful realization of what you hold. Incorrect alliances may result in the loss of what has been entrusted to you. This consultation phase holds great significance. It grants you the ability to identify credible individuals possessing the

necessary gifts, skills, and expertise to greatly assist your execution.

Lastly, the execution stage awaits.

Creating a favourable environment

It is unwise to stay in negative, pessimistic, or cynical environments or surround yourself with people who only criticize destructively. The longer you spend with such people, the more you are willingly destroying your dreams, aspirations, and ideas. It is important to create a supportive environment for yourself. Surround yourself with positive influences and align your actions with your objectives, vision for life, or the business you want to build.

Every industry has its own specialized language that you need to become familiar with. There will come a point when you will think that the people discussing that industry are highly intelligent, and you may feel inferior because you don't understand the jargon. Fortunately, you can familiarize yourself with the industry's specific terminology. There is a thing called a glossary that covers all subjects. Get familiar with it, so you will realize that the words used by these people are actually quite simple when you understand the complexities of the industry's jargon. Learning is important, but it is also important to listen to the views of those who have

failed in the industry and are generous enough to explain why. Many online videos, such as those on YouTube and other social media platforms, feature people who have failed in the industry and explain the reasons behind their failure. There are also people who generously share their tips for success in your chosen industry. So it is important to be someone who searches for such information, someone who can absorb and retain knowledge that will be beneficial along the way. Therefore, you must create a supportive environment for yourself. Despite your background or disadvantages, you need to understand that someone, somewhere, has succeeded in the industry despite humble beginnings and starting from even lower positions than yours. They may have even come from rural areas while you are in an urban area with access to free Wi-Fi. So what excuses do you have? What excuses do you have, other than not being willing to invest time into your personal growth and understanding your environment to make it more favourable for you? You know, people who have not achieved what you want to achieve may sometimes view it as impossible. And there are also people who have chosen not to pursue what you are pursuing, who might discourage you because they

believe it's not worth it. And then there are those who discourage you from pursuing your goals while secretly pursuing the same goals themselves. So you need to be cautious. You need to be cautious about the environments you expose yourself to.

Know your customers

Over the years, I have done a lot of shopping with my father, buying various things from household items to clothing to business equipment and many other things. In all the shops that we visited, the owners, the staff, and whoever was in the shop knew my father and could relate to him on a personal level. It seems that the owners kept one thing in mind: they not only had friendly staff, but they also knew their customers personally.

Years passed, and eventually, our fathers passed away. If I go to those shops today, the ones my father and I used to go to, they still recognize me. They know me because the owners of those businesses brought their children to their businesses after school, and whenever I went there, they introduced us as their children. So today, I do business with their children simply because my father did business with their father years ago. Even if the prices are cheaper somewhere else, I will still go to the clothing store owned by James rather than anywhere else simply because of the value James had on my father and on me as a boy. People grow with the

brands that relate to them personally. As I said before, it's not about the money or the profits; it's about being able to relate to your customers.

Clearly understanding that their loss is your loss and your loss is their loss, I remember walking into one of the stores that my father and I used to go to together. The owner of the store asked me where my father was as he hadn't seen him for a long time. When I told him that my father had passed away, he broke down in tears. He cried and told the staff what I had said, and they also began to cry. It resonated with me that they shared in my pain, they shared in my loss, and I have a personal connection with the owner of the store simply because they connected with my father. And now, I connect with him because of that.

You must be intentional about building businesses that will last for a lifetime that will last beyond many generations. If you are only in business for profits and not to add value to your customers, you better stop immediately and look for a 9-to-5 job. It's clear that you are not taking the vision you have seriously about building the kind of society that can be created through the value chains you can build. You need to be a crucial

player in the economic cycle, in the business cycle, and on a personal level in the societal cycle as well. You have to play through it all by building valuable relationships with customers as a service provider. I have had customers who gave me wise and intelligent advice regarding life because I was open to sharing certain things with them, things on a certain level. And that bond grows. When you are open to exchanging knowledge and wisdom beyond the transaction, you create a bond. You build a bond between the two of you to a point where it hurts your customer when they don't see you for a long time, and it hurts you when you don't see your customer for a long time. To the point where you pick up the phone and call them, asking if everything is well and if they are still alive. Care about your customers, care about your customers.

Connect beyond your people

Just a few weeks ago, a friend of mine found himself stranded in his car, unable to start it at all. We approached several local individuals of African descent for help, only to be shocked and disappointed when they charged exorbitant amounts of money after diagnosing the issue. Witnessing my friend's stress and confusion, I immediately reached out to my contact, Des, in Johannesburg. Des kindly provided us with the contact information of Mr. Jurgens, who selflessly guided us over the phone on how to reset the car. We followed his instructions and experienced success as the car started running again.

In this situation, it was our fellow black countrymen who seemed more interested in taking advantage of us, while two white gentlemen came to the rescue, saving us from the greed of our own brothers.

This experience taught me a valuable lesson - the importance of forming connections beyond individuals of your own ethnic background and language. As long as we are open to building relationships with people

from different walks of life, we increase our chances of success. Why is that? Because everyone faces challenges and burdens in their lives, and by helping one another as strangers, we can all find greater prosperity together.

Learn from the mistakes of others

I witnessed a number of guys go bankrupt in business. When others laughed, I kept quiet because I wanted to find out where they went wrong. I eventually got time to sit down with them and learned the reasons for their bankruptcy.

The reasons involved:

1. Overspending on women.
2. Overspending on friends.
3. Supplying inferior goods.
4. Paying high bidding brides.
5. Buying expensive alcohol, clothes, cars, and sleeping in expensive hotels just to look the part.
6. Abandoning the children they had in the earlier stages of their lives.
7. Abandoning their spirituality, especially when they knew they had a calling.

8. Black magic initiatives by people who are close to them.

9. Backfiring of the curses and spells they cast on others.

10. Going into the wrong partnerships, relationships, and fellowships, especially when warned as a spiritual person.

To my surprise, many of the guys who had laughed at the others for falling have also fallen into the same traps.

By observing someone's character for some time, you can predict correctly how their lives will be in a few years' time.

You are not going to face new challenges, so you don't need new knowledge or wisdom. Ancient solutions are still the best.

The reason why you are learning from the mistakes of others is so that you can counter-attack their foolishness within yourself. Given that you are young, ambitious, and lack the ability to control your appetites, it is viable for you to learn from the mistakes of

characters who are like you. Be honest with yourself at some point and say, "These are your vulnerabilities, these are your weaknesses, these are your strengths," and then observe people with your strengths, observe people with your weaknesses, observe people who have maximized your opportunities, observe people who have maneuvered through the kind of threats that exist on your character as an individual. It is after that sober introspection that you will succeed greatly.

There is a spiritual aspect to business

All the activities that occur on earth, all the transactions that take place within and outside of earth, and everything that happens beneath the surface of the earth are coordinated by both dark and light entities. Yes, there are principalities, as well as angels and demons that have an influence on the transactions taking place on earth. All transactions and actions are influenced. Therefore, it's crucial to understand and identify the spirit that operates within the market leaders in the industry you are interested in or want to enter. By developing discernment, you can distinguish between what aligns with God and what does not.

How can you succeed in an industry filled with demons and dark magic, where participants invoke evil spirits to achieve success and acquire material possessions? The answer is to seek God Almighty and learn how to invoke angels who oppose the principalities and demons at work in that industry. Prayerfulness is essential, allowing you to have private sessions with God and communicate in various ways, such as through dreams,

prayers, speaking, or going to pray on mountains. Developing a relationship with God will bring stability to your life.

The ultimate goal of life is to achieve balance. However, due to the influence of other spirits and principalities, we have become imbalanced. We have become so self-centred and greedy in business that selflessness is no longer valued. Helping others rise in the industry is not seen as important. Therefore, it is crucial to understand and recognize the spirit that dominates a particular industry and has control over specific market leaders. The dominating spirit sets the tone for that industry, and this is known as spiritual dominance or the influence of spiritual entities. It is important to understand which spirits dominate in that industry.

In addition to understanding the dominating spirits in the industry, it is also necessary to gather information and cultivate self-control to counteract and disable those spirits. They will try to manifest themselves to you, offering you the same things they have offered the market leaders in order to not be attacked and to be shown mercy. These spirits will manifest in the form of anyone or anything, but they will present themselves to

you, tempting you to betray your agreement with the pure spirit or with God Almighty. They will test you in this regard.

Be cautious when making a covenant with God Almighty to not fail in keeping your word. When you have the opportunity to connect with God on a personal level, be mindful of the promises you make to Him and the agreements you enter into. Think carefully about what you are promising and what agreements you are making with God Almighty because that will occur. The more you seek and search for Him, the more you will find Him. If He has given you a desire for business and a desire to lead in business, you will enter into some form of covenant. This is guaranteed. Therefore, be careful with the promises you make.

There are all kinds of enhancements used by people in the business industry, from lucky charms to voodoo, sacrificial altars, and various types of cults that business owners engage in. They wear all kinds of rings, have various piercings on their bodies, and use different types of jewellery marked by certain spiritual entities. They also belong to numerous secret societies that seek world dominance. When you give yourself a chance to

delve into this matter, do so carefully. Be careful because during your search, you will encounter seducing spirits who will ensure that you don't discover the necessary information you seek. These evil spirits are familiar with your life; they were once pure and know the purpose of your life, as well as what needs to be accomplished as you embark on your business journey to lead the markets or the industry. They are aware of you, your potential, and everything about you. Now, what they desire from you is devotion to themselves. And if they cannot find devotion from you, they will seek to destroy you. They will try to do so through various close people, partners, and associates. They will come at you from all directions. Therefore, it is important for you to find refuge in God Almighty. The industries you are about to enter are not child's play. It is not all theoretical.

Changing seasons in business

Nothing is as important as having the ability to gain insight and foresight into the businesses of the season that you can effortlessly go into. For example, we have had load-shedding for a number of years now in this country. Businesses that are into solar installations, generators, VPNs, VPS systems, any backup system that works are generating a lot of money and revenue at this moment as we speak, simply because the legislation of the country favours that business in this particular season. There will also be a time when the season is not favourable for them. Electricity will be back fully powered on 24 hours a day, 7 days a week with no need for backup systems or whatsoever. I mean, look at the fuelling industry. The fuelling industry, the fuel industry has taken advantage of the rise of backup systems where now more fuel and diesel, diesel in particular, and gas are being used, and as they are being used, inflation on them is increasing for the final consumer. So those industries are currently making a lot of money and if you had bought shares in those industries at a bad season for a low price, you are

probably laughing all the way to the bank now, simply because you understand the foresight and insights of seasonal changes in businesses. Wouldn't it be nice for you to be able to tap into seasons before they happen? This is what happens in most cases. Many prominent business people, business owners, consult familiar spirits, fortune tellers, astrologists, and others to gain insight into the future and future patterns of business or any upcoming industry. And to be honest with you, such services and external familiarity with spirits are very accurate. They have a level of accuracy in them. But the problem is the devotion to it. The challenge is the devotion to it and the requirements to belong to these certain cults and others. The rewards are fantastic because you have insight into what's coming next. But the stakes, the sacrifices, and the occultic procedures in these things are dangerous for your well-being altogether. So it is important to be a business person who is also prayerful. You need to find God and allow God to find you so that you can be on the forefront. Although these other familiar spirits can be accurate and favourable towards them, you can come into the industry having the anointing of God, having the power of God upon you, and dominate over them. Yes, God's

spirit upon you is able to put any other spirit into subjection, into submission in any industry. That's why you need the anointing of God for business. It is the highest of all spirits ever created because it is the creator of those fallen spirits at the end of the day. So we need the master, not the servants.

Overcome the urge to show off

A few years ago, some guys managed to bring down one of the biggest airports in South Africa. A few days after the incident, a security guard involved in it was seen flaunting one of the latest Lamborghinis. That's too ostentatious. No matter what industry you are interested in entering, the rewards can be very substantial, my friend. They can be so substantial that you must resist the temptation to boast and show off. I understand that you want to prove to everyone that you've made it. You can afford to live a luxurious life. You can date women from a higher social class. However, avoid the urge to flaunt, especially when you lack proper protection. Don't do it when you don't have the right spiritual guidance. Why? There are spirits out there who are very interested in your life. Since the day you were born, many people in your family, community, and even your romantic partners have been curious about your life.

There are some people who will never leave you, no matter how much you drift apart or have conflicts. They won't leave you because they know what is at stake

with you. On the other hand, others will leave you as soon as they find people around them who will bring them great rewards in the future. There are many people around you who are in awe of your potential. They are in awe of what you will become. Therefore, you need to be cautious. Suppress the desire to show off. Even though you're young, you still want to show off. You want to post on Instagram. You want to show the people who doubted you that you've made it. You want to prove your teachers wrong when they said you would amount to nothing. You want to show off because you've already achieved a certain level of financial success. However, you must resist the urge to flaunt. Making too much noise will only make you more vulnerable. Making too much noise will attract unwanted attention. True wealth, as they often say, doesn't make noise. Wealth doesn't make noise. It's riches that make noise. Wealth leaves an impact. That's the difference. So, as a young entrepreneur, it's important to suppress the desire to show off. Suppress it. Remain disciplined. Stay focused. Yes, celebrate your achievements. But celebrate in a healthy manner. Make sure the people around you are genuinely happy for your success. Ensure that you have people who are

truly happy for you when you succeed, not people who envy you. There are individuals who get angry when you surpass them. Don't keep such people around you. Be able to discern the people around you and understand that some wins are not wins they are pleased about. And if people are jealous, the next step after jealousy is vengeance. But before vengeance, there can be deception. Be cautious of how you present yourself on social media when you are successful in business. Be cautious because you might attract unnecessary attention to yourself. You don't need that kind of noise. Be disciplined.

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